

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Image not available

4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender

Image not available

4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps

Image not available

Double Cab SR5 interior shown in Sand Beige

MSRP****MPG City/Highway*******Seating****4x4 Regular Cab 5-Speed Manual**

\$19,130

17/22

3

EXTERIOR COLORS*

Super White



Pyrite Mica



Silver Streak Mica



Timberland Mica



Magnetic Gray Metallic



Black Sand Pearl



Barcelona Red Metallic



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

INTERIOR COLORS*

Graphite Fabric



Standard Features and Options*

2010 **TACOMA** 

– not available

 standard

 optional

 part of package

	4x4 Regular Cab 5-Speed Manual
MSRP**	\$19,130
Model Number	7503
EXTERIOR	
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate	
Deck Rail System with four adjustable tie-down cleats	
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers	
Black overfenders	 [1]
Front skid plate	
Engine skid plate	
Color-keyed front bumper, overfenders and chrome rear bumper	
Front and rear mudguards	
Automatic Limited-Slip Differential (Auto LSD)	
Two-speed windshield wipers	
Variable-speed windshield wipers	
Sliding rear window with privacy glass	
Fixed cargo bed tie-down points (2)	
16-in. styled steel wheels with P245/75R16 tires	
Full-size spare tire	
INTERIOR	
Defroster-linked air conditioning	 

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Standard Features and Options*

2010 **TACOMA** 

– not available

 standard

 optional

 part of package

	4x4 Regular Cab 5-Speed Manual
Cloth-faced tilt-forward bench seat with adjustable headrests	
Full carpeting	
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter	
Tilt/telescopic steering wheel	
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs)	
Dual 12V auxiliary power outlets (one, plus cigarette lighter)	
Sun visors with passenger-side vanity mirror	
Sculpted door trim with fabric insert and two bottle holders	
Three front cup holders	
SAFETY	
Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	
Driver and front passenger airbags with Advanced Airbag System [10]	
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]	
Active headrests [12]	
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors	
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	
Side-impact door beams in all doors	
Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab	
Daytime Running Lights (DRL)	
Rear center high-mount stop lamp (CHMSL)	
Tire Pressure Monitor System (TPMS) [14]	

Regular Cab Packages and Options

Enhancement Extra Value Package (cost savings of \$400)

- CFC-free air conditioner with air filter
- Sliding rear window

SR5 Extra Value Package (SE) (cost savings of \$400)

- CFC-free air conditioner with cabin air filter
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Sliding rear window
- Metallic-tone instrument panel trim
- Variable speed wipers
- Sun visors with mirrors and extenders
- SR5 badging

Specifications

2010 **TACOMA** 

MSRP**	4x4 Regular Cab 5-Speed Manual
Model Number	\$19,130
MECHANICAL/PERFORMANCE	
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i, 159 hp @ 5200 rpm, 180 lb.-ft. @ 3800 rpm
Emission Rating	Low Emission Vehicle (LEV-II)
TRANSMISSION	
Automatic Limited-Slip Differential (Auto LSD)	Standard
4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case	Standard
5-speed manual transmission	Standard
Clutch start-cancel switch	Standard
Final axle ratio	4.1
BODY/SUSPENSION/CHASSIS	
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame
Front suspension	Coil-spring double wishbone suspension
Rear suspension	Leaf-spring suspension with staggered outboard-mounted gas shock absorbers
Front stabilizer bar (dia., in.)	1.18
Steering	Variable-assist power rack-and-pinion steering
Steering wheel turns, lock-to-lock	3.64
Power-assisted ventilated front disc brakes (dia., in.)	12.56
Rear brakes	Rear 10-in. drum brakes with tandem booster
4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9]	Standard
EXTERIOR DIMENSIONS	
Overall height (in.)	69.9
Overall width (in.)	74.6
Overall length (in.)	190.4
Wheelbase (in.)	110.0
Bed length (in.)	73.5
Bed height (in.)	18.0
Bed width (in., total/between wheelwells)	56.7/41.5
Track (in., front/rear)	63.0/63.4

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Specifications

2010 **TACOMA** 

	4x4 Regular Cab 5-Speed Manual
Turning circle diameter, curb-to-curb (ft.)	36.1
INTERIOR DIMENSIONS	
Head room (in., front/rear)	40.0/N/A
Hip room (in., front/rear)	53.6/N/A
Leg room (in., front/rear)	41.7/N/A
Shoulder room (in., front/rear)	58.1/N/A
Interior passenger volume (cu. ft., front/rear)	56.1/N/A
Maximum seating capacity	3
OFF-HIGHWAY	
Approach/departure angle (degrees)	35/26
Ramp breakover angle (degrees)	27
Minimum running ground clearance	9.5
Transfer case ratio (high/low)	1.00/2.57
WEIGHTS AND CAPACITIES	
Curb weight (lb.)	3665
Gross Vehicle Weight Rating (GVWR) (lb.)	5100
Payload (lb.) [17]	1435
Tongue load (lb., standard/maximum)	350
Maximum towing capacity (lb.) [18,19]	3500
Standard towing capacity (lb.) [19]	3500
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	8000
Fuel tank (gal.)	21
TIRES	
Wheels	16-in. Styled Steel
Size	P245/75R16
Type	Mud-and-Snow
EPA MILEAGE ESTIMATES	
Miles Per Gallon (city/highway) [20]	17/22

Accessories

2010 **TACOMA** 

EXTERIOR ACCESSORIES



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Cargo Cross Bars
\$124 Parts Only MSRP**



Exhaust Tip
\$85 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Cargo Divider
\$279 Parts Only MSRP**



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Bed Mat
\$119 Installed MSRP*



Cargo Net
\$49 Installed MSRP*



Hood Protector
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cleat Tie Down
\$53 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tube Steps
Reg Cab
\$399 Installed MSRP*



Wheel Locks
\$81 Installed MSRP*

Accessories

2010 **TACOMA** 

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Reg Cab
\$115 Installed MSRP*



Door Sill Protector
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road
Alloy Wheel
\$1,999 Installed MSRP*

Warranties / Disclaimers

2010 **TACOMA** 

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Model Overview

2010 **TACOMA** 



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender

MSRP**

MPG City/Highway***

Seating

4x2 Double Cab PreRunner V6 5-Speed Auto

\$23,500

4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto

\$24,000

16/20

16/20

5

5

EXTERIOR COLORS*

Super White



Pyrite Mica



Silver Streak Mica



Timberland Mica



Magnetic Gray Metallic



Speedway Blue Metallic



Black Sand Pearl



Barcelona Red



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Sand Beige Fabric



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Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
MSRP**	\$23,500	\$24,000
Model Number	7188	7190
EXTERIOR		
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate		
Deck Rail System with four adjustable tie-down cleats		
115V/400-watt deck-mounted power outlet		
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers		
Black overfenders	 [1]	 [1]
Front skid plate		
Engine skid plate		
Fog lamps		
Color-keyed hood scoop		
Color-keyed front bumper, overfenders and chrome rear bumper		
Front and rear mudguards		
Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit		
Electronic locking rear differential		-
Automatic Limited-Slip Differential (Auto LSD)		
Two-speed windshield wipers		
Variable-speed windshield wipers		
Sliding rear window with privacy glass		

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Standard Features and Options*

2010 **TACOMA** 

- not available

S standard

O optional

P part of package

	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
Fixed cargo bed tie-down points (2)	S	S
16-in. styled steel wheels with P245/75R16 tires	S	S
16-in. alloy wheels with P245/75R16 tires	O	O
16-in. alloy wheels with P265/70R16 tires [2]	P	P
17-in. alloy wheels with P265/65R17 tires [3]	P	P
Full-size spare tire	S	S
INTERIOR		
Defroster-linked air conditioning	S	S
Cruise control	P	P
Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console	S	S
Driver's seat with adjustable lumbar support	S	S
Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support	P	P
60/40 split rear bench seat with adjustable headrests and under-seat storage	S	S
Rear bulkhead storage	S	S
Overhead console with maplights, garage door opener bin and sunglasses storage	S	S
Full carpeting	S	S
Power windows and door locks	S	-
Remote keyless entry system	P	P
Leather-wrapped steering wheel and shift lever	P	P
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter	S	S
Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor	P	P
Tilt/telescopic steering wheel	S	S

Standard Features and Options*

2010 **TACOMA** 

– not available

 standard

 optional

 part of package

	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab, satellite radio receiver pre-wire and satellite antenna		
AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]
Rear-seat heater ducts		
Dual 12V auxiliary power outlets (one, plus cigarette lighter)		
Sun visors with passenger-side vanity mirror		
Fabric-trimmed sun visors with sliding extensions and vanity mirror		
Sculpted door trim with fabric insert and two bottle holders		
Three front cup holders		
Dual rear cup holders		
SAFETY		
Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]		
Driver and front passenger airbags with Advanced Airbag System [10]		
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]		
Active headrests [12]		
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors		
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)		
3-point seatbelts with ELR and ALR in all rear seating positions		
Side-impact door beams in all doors		
Child Restraint System (CRS) lower anchors — front passenger seat on Access Cab and rear outboard seats on Double Cab		
Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab		
Child-protector rear door locks		

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
Power window lockout		
Daytime Running Lights (DRL)		
Rear center high-mount stop lamp (CHMSL)		
Engine immobilizer [13]		
Tire Pressure Monitor System (TPMS) [14]		

Double Cab Packages and Options**SR5 Extra Value Package (SL)** (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper & overfenders
- Fog lamps
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls & shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

SR5 Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (SN) (cost savings of \$950)

- JBL® Audio Package: AM/FM CD with 6-disc changer, six speakers and subwoofer, auxiliary audio input, MP3-capable CD player, on-board satellite radio [6] with 3-month free subscription to XM Satellite Radio, Bluetooth® [15]
- Remote keyless entry
- Cruise control
- Variable speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps
- Sliding rear window with privacy glass
- SR5 fabric trim
- Metallic-tone instrument panel trim
- Leather steering wheel with audio and Bluetooth® controls and shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® tires

- VSC [8] + A-TRAC
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Off-Road Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (OF) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® tires
- VSC [8] + A-TRAC (in place of standard VSC [8] + TRAC)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Remote keyless entry
- Cruise control
- Variable speed wipers
- Overhead console with compass and temperature gauge

Options*

2010 **TACOMA** 

- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] Auto-dimming inside mirror with monitor
- Auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround/bumpers/power mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics

TRD Sport Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (PQ) (cost savings of \$950)

- Sport suspension with Bilstein® shocks

- 17-in. alloy wheels with P265/65R17 tires
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Hood scoop
- Smoked headlamp trim
- Color-keyed grille surround/bumpers/mirrors/door handles/overfenders
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Leather steering wheel with audio and Bluetooth® controls
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- Leather shifter (A/T models only)
- TRD Sport graphics

Specifications

2010 **TACOMA** 

	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
MSRP**	\$23,500	\$24,000
Model Number	7188	7190
MECHANICAL/PERFORMANCE		
Engine	4.0-liter DOHC EFI V6 with VVT-i, 236hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm	
Emission Rating	Low Emission Vehicle (LEV-II)	N/A
TRANSMISSION		
5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	Standard	
Automatic Limited-Slip Differential (Auto LSD)	Standard	
Electronically controlled locking rear differential	Available	N/A
Final axle ratio	3.73	
BODY/SUSPENSION/CHASSIS		
Body construction	One-piece frame rails with eight cross members and fully boxed front subframe	
Front suspension	Coil-spring double wishbone suspension	
Rear suspension	Leaf-spring suspension with staggered outboard-mounted gas shock absorbers	
Front stabilizer bar (dia., in.)	1.18	
Steering	Variable-assist power rack-and-pinion steering	
Steering wheel turns, lock-to-lock	3.64	
Power-assisted ventilated front disc brakes (dia., in.)	12.56	
Rear brakes	Rear 10-in. drum brakes with tandem booster	
4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9]	Standard	
EXTERIOR DIMENSIONS		
Overall height (in.)	70.1	
Overall width (in.)	74.6	
Overall length (in.)	208.1	221.3
Wheelbase (in.)	127.8	140.9
Bed length (in.)	60.3	73.5
Bed height (in.)	18.0	
Bed width (in., total/between wheelwells)	56.7/41.5	
Track (in., front/rear)	63.0/63.4	

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **TACOMA**



	4x2 Double Cab PreRunner V6 5-Speed Auto	4x2 Double Cab PreRunner Long Bed V6 5-Speed Auto
Turning circle diameter, curb-to-curb (ft.)	40.7	44.0
INTERIOR DIMENSIONS		
Head room (in., front/rear)	40.2/38.5	
Hip room (in., front/rear)	53.6/55.2	
Leg room (in., front/rear)	41.7/32.6	
Shoulder room (in., front/rear)	57.7/59.3	
Interior passenger volume (cu. ft., front/rear)	55.8/43.1	
Maximum seating capacity	5	
OFF-HIGHWAY		
Approach/departure angle (degrees)	35/26	35/25
Ramp breakover angle (degrees)	21	20
Minimum running ground clearance	9.5	
WEIGHTS AND CAPACITIES		
Curb weight (lb.)	3920	3975
Gross Vehicle Weight Rating (GVWR) (lb.)		5350
Payload (lb.) [17]	1430	1375
Tongue load (lb., standard/maximum)	350/650 [18]	
Standard towing capacity (lb.) [19]	3500	
Maximum towing capacity (lb.) [18,19]	6500	
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	8100 (11,100)	
Fuel tank (gal.)	21	
TIRES		
Wheels	16-in. Styled Steel	
Size	P245/75R16	
Type	Mud-and-Snow	
EPA MILEAGE ESTIMATES		
Miles Per Gallon (city/highway) [20]	17/21	

Accessories

2010 **TACOMA** 

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Cargo Cross Bars
\$124 Parts Only MSRP**



Exhaust Tip
\$85 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Cargo Divider
\$279 Parts Only MSRP**



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Bed Mat
\$119 Installed MSRP*



Cargo Net
\$49 Installed MSRP*



Hood Protector
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cleat Tie Down
\$53 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Roof Rack
\$339 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Tow Hitch
\$495 Installed MSRP*



Tube Steps
\$459 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 **TACOMA** 

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Double Cab
\$199 Installed MSRP*



Door Sill Protector
Double Cab
\$55 Parts Only MSRP**



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off-road Alloy Wheel
\$1,999 Installed MSRP*



TRD Cat-Back Exhaust System
Double Cab
\$520 Installed MSRP*
Double Cab Long Bed
\$535 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*

Warranties / Disclaimers

2010 **TACOMA**



WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Model Overview

2010 **TACOMA** 



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5-Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6-Speed Manual	4x2 Access Cab PreRunner V6 5-Speed Auto	4x2 X-Runner V6 6-Speed Manual
MSRP**	\$19,205	\$19,965	\$20,105	\$21,420	\$22,300	\$25,285
MPG City/Highway***	20/25	20/25	19/25	15/19	16/20	15/19
Seating	4	4	4	4	4	4

EXTERIOR COLORS*

Super White		Pyrite Mica	
Silver Streak Mica		Timberland Mica	
Magnetic Gray Metallic		Speedway Blue Metallic	
Black Sand Pearl			
Barcelona Red Metallic			

INTERIOR COLORS*

Graphite Fabric	
Sand Beige Fabric	
PreRunner - Graphite Fabric	
PreRunner - Sand Beige Fabric	
X-Runner - Graphite Fabric	

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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual
MSRP**	\$19,205	\$19,965	\$20,105	\$21,420	\$22,300	\$25,285
Model Number	7113	7161	7114	7163	7164	7153
EXTERIOR						
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate						
Deck Rail System with four adjustable tie-down cleats						
115V/400-watt deck-mounted power outlet	-		-			
Dual rear-hinged access doors						
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers						-
Front skid plate	-		-			-
Engine skid plate	-		-			-
Fog lamps	-	-	-			
Color-keyed hood scoop	-	-	-			
Front and rear mudguards	-		-			-
Rear mudguards only		-		-	-	-
Color-keyed front bumper, overfenders and chrome rear bumper						-
Black overfenders	-	 [1]	-	 [1]	 [1]	-
Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit	-	-	-			
Electronic locking rear differential	-	-	-			-
Automatic Limited-Slip Differential (Auto LSD)						

*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

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Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual
X-brace-tuned suspension with gas-filled Bilstein® shock absorbers and rear stabilizer bar	-	-	-	-	-	
Two-speed windshield wipers						-
Variable-speed windshield wipers						
Sliding rear window with privacy glass						
Fixed cargo bed tie-down points (2)						
15-in. styled steel wheels with P215/70R15 tires		-		-	-	-
16-in. styled steel wheels with P245/75R16 tires	-		-			-
16-in. alloy wheels with P245/75R16 tires	-		-			-
16-in. alloy wheels with P265/70R16 tires [2]	-	-	-			-
17-in. alloy wheels with P265/65R17 tires [3]	-	-	-			-
18-in. alloy wheels with 255/45R18 Bridgestone Potenza RE 050A tires [4]	-	-	-	-	-	
Full-size spare tire						
INTERIOR						
Defroster-linked air conditioning						
Cruise control						
Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console						-
Driver's seat with adjustable lumbar support						-
Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support	-	-	-			
Fold-up rear seats with under-seat storage						
Overhead console with maplights, garage door opener bin and sunglasses storage						
Full carpeting						

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual
Power windows and door locks						
Remote keyless entry system						
Leather-wrapped steering wheel and shift lever						
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter						
Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor						
Tilt/telescopic steering wheel						
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab, satellite radio receiver pre-wire and satellite antenna						-
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]	 [7]	 [7]	 [7]	
AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]	 [7]	 [7]	 [7]	
Dual 12V auxiliary power outlets (one, plus cigarette lighter)						
Sun visors with passenger-side vanity mirror						-
Fabric-trimmed sun visors with sliding extensions and vanity mirror						
Sculpted door trim with fabric insert and two bottle holders						
Three front cup holders						
Dual rear cup holders						
SAFETY						

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual
Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]						
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]						
Side-impact door beams in all doors						
Driver and front passenger airbags with Advanced Airbag System [10]						
Front passenger airbag cutoff switch [11]						
Active headrests [12]						
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors						
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)						
3-point seatbelts with ELR and ALR in all rear seating positions						
Child Restraint System (CRS) lower anchors — front passenger seat on Access Cab and rear outboard seats on Double Cab						
Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab						
Daytime Running Lights (DRL)						
Rear center high-mount stop lamp (CHMSL)						
Engine immobilizer [13]	-	-	-			
Tire Pressure Monitor System (TPMS) [14]						

Access Cab Packages and Options**Convenience Package (Not Available on PreRunner model)**

- Power mirrors
- Remote keyless entry system
- Cruise control
- Sliding rear window with privacy glass
- Steering wheel-mounted audio controls

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper & overfenders (PreRunner models)
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls & shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC [8] + TRAC)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders

- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of Standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround, bumpers, power mirrors, door handles, and overfenders
- Power mirrors
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck powerpoint
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA** 

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual		
MSRP**	\$19,205	\$19,965	\$20,105	\$21,420	\$22,300	\$25,285		
Model Number	7113	7161	7114	7163	7164	7153		
MECHANICAL/PERFORMANCE								
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i ; 159 hp @ 5200 rpm; 180 lb.-ft. @ 3800 rpm	4.0-liter DOHC EFI V6 with VVT-i ; 236 hp @ 5200 rpm ; 266 lb.-ft. @ 4000 rpm						
Emission Rating	Low Emission Vehicle (LEV-II)							
TRANSMISSION								
5-speed manual transmission	Standard		N/A					
6-speed manual transmission	N/A			Standard	N/A	Standard		
4-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	N/A		Standard	N/A				
5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	N/A			Standard	N/A			
Final axle ratio	3.31	4.1	3.58	3.73	3.15			
Automatic Limited-Slip Differential (Auto LSD)	Standard							
Electronically controlled locking rear differential	N/A			Available		N/A		
BODY/SUSPENSION/CHASSIS								
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame							
Front suspension	Coil-spring double wishbone suspension							
Rear suspension	Leaf spring suspension with staggered outboard-mounted gas shock absorbers							
Front stabilizer bar (dia., in.)	1.18				1.18 (0.98 rear)			
Steering	Variable-assist power rack-and-pinion steering							
Steering wheel turns, lock-to-lock	3.43	3.64	3.43	3.64	3.43			
Power-assisted ventilated front disc brakes (dia., in.)	10.83	12.56	10.83	12.56	10.83			
Rear Brakes	Rear 10-in. drum brakes with tandem booster							
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	Standard							
EXTERIOR DIMENSIONS								
Overall height (in.)	65.7	69.9	65.7	69.9	65.2			
Overall width (in.)	72.2	74.6	72.2	74.6	74.0			
Overall length (in.)	208.1							

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **TACOMA** 

	4x2 Access Cab 5-Speed Manual	4x2 Access Cab PreRunner 5- Speed Manual	4x2 Access Cab 4-Speed Auto	4x2 Access Cab PreRunner V6 6- Speed Manual	4x2 Access Cab PreRunner V6 5- Speed Auto	4x2 X-Runner V6 6-Speed Manual
Wheelbase (in.)				127.4		
Bed length (in.)				73.5		
Bed height (in.)				18.0		
Bed width (in., total/between wheelwells)				56.7/41.5		
Track (in., front/rear)	61.0/61.0	63.0/63.4	61.0/61.0	63.0/63.4	62.2/62.2	
Turning circle diameter, curb-to-curb (ft.)	42.3	40.7	42.3	40.7	42.0	
INTERIOR DIMENSIONS						
Head room (in., front/rear)				40.0/35.2		
Hip room (in., front/rear)				53.6/53.6		
Leg room (in., front/rear)				41.7/28.2		
Shoulder room (in., front/rear)				57.7/57.7		
Interior passenger volume (cu. ft., front/rear)				55.6/33.1		
Maximum seating capacity				4		
OFF-HIGHWAY						
Approach/departure angle (degrees)	27/20	35/26	27/20	35/26	19/19	
Ramp breakover angle (degrees)	20	24	20	24	15	
Minimum running ground clearance	8.1	9.5	8.1	9.3	7.5	
WEIGHTS AND CAPACITIES						
Curb weight (lb.)	3560	3720	3580	3810	3835	3805
Gross Vehicle Weight Rating (GVWR) (lb.)	4900	5250	4900	5250	4700	
Payload (lb.) [17]	1340	1530	1320	1440	1415	995
Tongue load (lb., standard/maximum)		350		350/650 [18]		350
Standard towing capacity (lb.) [19]				3500		
Maximum towing capacity (lb.) [18] [19]		3500		6500		3500
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	7500	8000	7500	8100 (11,100)	N/A	
Fuel tank (gal.)				21		
TIRES						
Wheels	15-in. Styled Steel	16-in. Styled Steel	15-in. Styled Steel	16-in. Styled Steel	18-in. Alloy	
Size	P215/70R15	P245/75R16	P215/70R15	P245/75R16	P255/45R18 [4]	
Type	All-Season	Mud-and-Snow	All-Season	Mud-and-Snow	Bridgestone Potenza RE050A [4]	
EPA MILEAGE ESTIMATES						
EPA Mileage Estimates [20]	20/25	20/26	20/25	15/18	17/21	15/18

Accessories

2010 **TACOMA** 

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Tow Hitch
\$495 Installed MSRP*



Tube Steps
Access Cab
\$459 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 TACOMA



INTERIOR ACCESSORIES



BLU Logic Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Access Cab
\$179 Installed MSRP*



Door Sill Protector
Reg Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road Alloy Wheel
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Installed MSRP*



TRD Cat-Back Exhaust System
Access Cab
\$520 Installed MSRP*



TRD High Performance Brake Kit
\$2,499 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

Warranties / Disclaimers

2010 **TACOMA** 

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Model Overview

2010 **TACOMA** 



4x4 Double Cab shown in Barcelona Red Metallix with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



2009 Double Cab SR5 interior shown in Sand Beige

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,170	\$16,055	\$16,070
MPG City/Highway***	20/26	20/25	19/25
Seating	3	3	3

EXTERIOR COLORS*

Super White



Pyrite Mica



Silver Streak Mica



Timberland Mica



Magnetic Gray Metallic



Black Sand Pearl



Barcelona Red Metallic



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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

INTERIOR COLORS*

Tacoma - Graphite Fabric



PreRunner - Graphite Fabric



Standard Features and Options*

2010 **TACOMA** 

- not available

S standard

O optional

P part of package

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,170	\$16,055	\$16,070
Model Number	7103	7131	7104
EXTERIOR			
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate	S	S	S
Deck Rail System with four adjustable tie-down cleats	S	S	S
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers	S	S	S
Black overfenders	-	S [1]	-
Front skid plate	-	S	-
Engine skid plate	-	S	-
Color-keyed front bumper, overfenders and chrome rear bumper	-	P	-
Front and rear mudguards	-	S	-
Rear mudguards only	S	-	S
Automatic Limited-Slip Differential (Auto LSD)	S	S	S
Two-speed windshield wipers	S	S	S
Variable-speed windshield wipers	-	P	-
Sliding rear window	O P	O P	O P
Sliding rear window with privacy glass	-	P	-
Fixed cargo bed tie-down points (2)	S	S	S
15-in. steel wheels with P215/70R15 tires	S	-	S
15-in. styled steel wheels with P215/70R15 tires	P	-	P

*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
16-in. styled steel wheels with P245/75R16 tires	-		-
Full-size spare tire			
INTERIOR			
Defroster-linked air conditioning	 	 	 
Cloth-faced tilt-forward bench seat with adjustable headrests			
Full carpeting			
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter			
Tilt/telescopic steering wheel			
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs)			
Dual 12V auxiliary power outlets (one, plus cigarette lighter)			
Sun visors with passenger-side vanity mirror			
Sculpted door trim with fabric insert and two bottle holders			
Three front cup holders			
SAFETY			
Star Safety System™ – includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]			
Driver and front passenger airbags with Advanced Airbag System [10]			
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]			
Active headrests [12]			
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors			
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)			

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Standard Features and Options*

2010 **TACOMA** 

– not available

 standard

 optional

 part of package

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
Side-impact door beams in all doors			
Child Restraint System (CRS) top tether anchors — passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab			
Daytime Running Lights (DRL)			
Rear center high-mount stop lamp (CHMSL)			
Tire Pressure Monitor System (TPMS) [14]			

Regular Cab Packages and Options

Enhancement Extra Value Package (HE) (cost savings of \$400)

- CFC-free air conditioner with air filter
- Sliding rear window
- 15-in. styled steel wheels with P215/70R15 tires

SR5 Extra Value Package (SE) (cost savings of \$400)

- CFC-free air conditioner with cabin air filter
- Chrome grille surround & rear bumper
- Color-keyed front bumper and overfenders
- Sliding rear window
- Metallic-tone instrument panel trim
- Variable speed wipers
- Sun visors with mirrors and extenders
- SR5 badging

Specifications

2010 **TACOMA** 

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
MSRP**	\$15,170	\$16,055	\$16,070
Model Number	7103	7131	7104
MECHANICAL/PERFORMANCE			
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i ; 159 hp @ 5200 rpm; 180 lb.-ft. @ 3800 rpm		
Emission Rating	Low Emission Vehicle (LEV-II)		
TRANSMISSION			
5-speed manual transmission	Standard	N/A	
4-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	N/A	Standard	
Automatic Limited-Slip Differential (Auto LSD)	Standard		
Final axle ratio	3.31	4.1	3.58
BODY/SUSPENSION/CHASSIS			
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame		
Front suspension	Coil-spring double wishbone suspension		
Rear suspension	Leaf spring suspension with staggered outboard-mounted gas shock absorbers		
Front stabilizer bar (dia., in.)	1.18		
Steering	Variable-assist power rack-and-pinion steering		
Steering wheel turns, lock-to-lock	3.43	3.64	3.43
Power-assisted ventilated front disc brakes (dia., in.)	10.83	12.56	10.83
Rear Brakes	Rear 10-in. drum brakes with tandem booster		
4-wheel Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	Standard		
EXTERIOR DIMENSIONS			
Overall height (in.)	65.7	69.9	65.7
Overall width (in.)	72.2	74.6	72.2
Overall length (in.)	190.4		
Wheelbase (in.)	109.4	110.0	109.4
Bed length (in.)	73.5		
Bed height (in.)	18.0		
Bed width (in., total/between wheelwells)	56.7/41.5		
Track (in., front/rear)	61.0/61.0	63.0/63.4	61.0/61.0

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **TACOMA** 

	4x2 Regular Cab 5-Speed Manual	4x2 Regular Cab PreRunner 5-Speed Manual	4x2 Regular Cab 4-Speed Auto
Turning circle diameter, curb-to-curb (ft.)	36.7	36.1	36.7
INTERIOR DIMENSIONS			
Head room (in., front/rear)		40.0/N/A	
Hip room (in., front/rear)		53.6/N/A	
Leg room (in., front/rear)		41.7/N/A	
Shoulder room (in., front/rear)		58.1/N/A	
Interior passenger volume (cu. ft., front/rear)		56.1/N/A	
Maximum seating capacity		3	
OFF-HIGHWAY			
Approach/departure angle (degrees)	27/20	35/26	27/20
Ramp breakover angle (degrees)	21	27	21
Minimum running ground clearance	8.1	9.5	8.1
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	3250	3430	3270
Gross Vehicle Weight Rating (GVWR) (lb.)	4600	5000	4650
Payload (lb.) [17]	1350	1570	1380
Tongue load (lb., standard/maximum)		350	
Standard towing capacity (lb.) [19]		3500	
Maximum towing capacity (lb.) [18] [19]		3500	
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	7500	8000	7500
Fuel tank (gal.)		21	
TIRES			
Wheels	15-in. Steel	16-in. Styled Steel	15-in. Steel
Size	P215/70R15	P245/75R16	P215/70R15
Type	All-Season	Mud-and-Snow	All-Season
EPA MILEAGE ESTIMATES			
Miles Per Gallon (city/highway) [20]	20/26	19/25	

Accessories

2010 **TACOMA**



EXTERIOR ACCESSORIES



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Boxes - Large
\$599 Parts Only MSRP**



Storage Boxes - Small
\$275 Parts Only MSRP**



Tube Steps
Reg Cab
\$399 Installed MSRP*

INTERIOR ACCESSORIES



BLU Logic® Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Reg Cab
\$115 Installed MSRP*



Door Sill Protector
Reg Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 **TACOMA** 

PERFORMANCE ACCESSORIES



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



TRD 16" 5-spoke Off Road
Alloy Wheel
\$1,999 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

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Warranties / Disclaimers

2010 **TACOMA**



WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Model Overview

2010 **TACOMA** 



4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



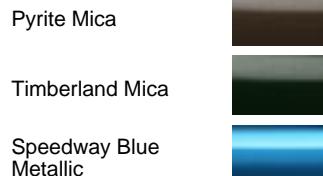
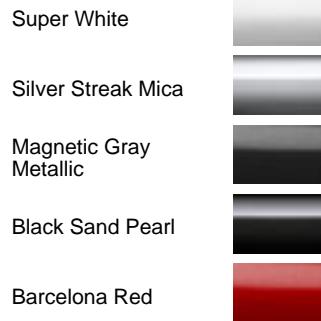
4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



2009 Double Cab SR5 interior shown in Sand Beige

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
MSRP**	\$25,695	\$26,575	\$27,075
MPG City/Highway***	15/18	16/20	16/20
Seating	5	5	5

EXTERIOR COLORS*



INTERIOR COLORS*



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**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
MSRP**	\$25,695	\$26,575	\$27,075
Model Number	7593	7594	7596
EXTERIOR			
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate			
Deck Rail System with four adjustable tie-down cleats			
115V/400-watt deck-mounted power outlet			
Black overfenders	 [1]	 [1]	 [1]
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers			
Front skid plate			
Engine skid plate			
Fog lamps			
Color-keyed hood scoop			
Color-keyed front bumper, overfenders and chrome rear bumper			
Front and rear mudguards			
Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit			
Electronic locking rear differential			-
Automatic Limited-Slip Differential (Auto LSD)			
Two-speed windshield wipers			
Variable-speed windshield wipers			
Sliding rear window with privacy glass			

*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

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Standard Features and Options*

2010 **TACOMA** 

- not available

S standard

O optional

P part of package

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
Fixed cargo bed tie-down points (2)	S	S	S
16-in. styled steel wheels with P245/75R16 tires	S	S	S
16-in. alloy wheels with P245/75R16 tires	O	O	O
16-in. alloy wheels with P265/70R16 tires [2]	P	P	P
17-in. alloy wheels with P265/65R17 tires [3]	P	P	P
Full-size spare tire	S	S	S
INTERIOR			
Defroster-linked air conditioning	S	S	S
Cruise control	P	P	P
Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console	S	S	S
Driver's seat with adjustable lumbar support	S	S	S
Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support	P	P	P
60/40 split rear bench seat with adjustable headrests and under-seat storage	S	S	S
Rear bulkhead storage	S	S	S
Overhead console with maplights, garage door opener bin and sunglasses storage	S	S	S
Full carpeting	S	S	S
Power windows and door locks	S	S	S
Remote keyless entry system	P	P	P
Leather-wrapped steering wheel and shift lever	P	P	P
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter	S	S	S
Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor	O	O	O

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
Tilt/telescopic steering wheel			
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna (on Access and Double Cabs)			
AM/FM CD with 6-disc in-dash CD changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]	 [7]
Rear-seat heater ducts			
Dual 12V auxiliary power outlets (one, plus cigarette lighter)			
Sun visors with passenger-side vanity mirror			
Fabric-trimmed sun visors with sliding extensions and vanity mirror			
Sculpted door trim with fabric insert and two bottle holders			
Three front cup holders			
Dual rear cup holders			
SAFETY			
Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]			
Driver and front passenger airbags with Advanced Airbag System [10]			
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]			
Active headrests [12]			
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors			
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)			
3-point seatbelts with ELR and ALR in all rear seating positions			
Side-impact door beams in all doors			

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

– not available

 standard

 optional

 part of package

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
Child Restraint System (CRS) lower anchors-front passenger seat on Access Cab and rear outboard seats on Double Cab			
Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab			
Child-protector rear door locks			
Power window lockout			
Daytime Running Lights (DRL)			
Rear center high-mount stop lamp (CHMSL)			
Engine immobilizer [13]			
Tire pressure monitor system [14]			

Double Cab Packages and Options**SR5 Package (SL)**

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls and shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

SR5 Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (SN) (cost savings of \$950)

- JBL® Audio Package: AM/FM CD with 6-disc changer, six speakers and subwoofer, auxiliary audio input, MP3-capable CD player, on-board satellite radio with 3-month free subscription to XM Satellite Radio [6], Bluetooth® [15]
- Remote keyless entry
- Cruise control
- Variable speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- SR5 fabric trim
- Metallic-tone instrument panel trim
- Leather steering wheel with audio and Bluetooth® controls and shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- Auto-dimming inside mirror with monitor

TRD Off-Road Extra Value Package (Not available with Long Bed) (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential

- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC +TRAC)
- Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (A/T models only)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Off-Road Package with JBL® Satellite Audio [6] and Bluetooth® [15] (Not available with Long Bed) (OF)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC with Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (on 4x4 A/T models)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps (V6 models)
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]

- Remote keyless entry
- Cruise control
- Variable speed wipers
- Overhead console with compass and temperature gauge
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Extra Value Sport Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround/bumpers/power mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics (only on V6 models)

TRD Sport Extra Value Package with JBL® Satellite Audio [6] and Bluetooth® [15] (PQ) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- JBL® audio package: premium JBL® AM/FM with 6-disc in-dash changer, six speakers and subwoofer, on-board XM Satellite Radio [6] with 3-month free subscription to XM, Bluetooth® [15]
- Hood scoop
- Color-keyed grille surround/bumpers/mirrors/door handles/overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps (V6 models)
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Leather steering wheel with audio and Bluetooth® controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA** 

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
MSRP**	\$25,695	\$26,575	\$27,075
Model Number	7593	7594	7596
MECHANICAL/PERFORMANCE			
Engine	4.0-liter DOHC EFI V6 with VVT-i, 236 hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm		
Emission Rating	Low Emission Vehicle (LEV-II)		
TRANSMISSION			
4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case	Standard		
6-speed manual transmission	Standard	N/A	
Clutch start-cancel switch	Standard	N/A	
5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	N/A	Standard	
Automatic Limited-Slip Differential (Auto LSD)	Standard		
Electronically controlled locking rear differential	Available		N/A
Hill Start Assist Control (HAC) and Downhill Assist Control (DAC) [16]	Available [2]		N/A
Active Traction Control (A-TRAC)	Available [2]		N/A
Final axle ratio	3.73		
BODY/SUSPENSION/CHASSIS			
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame		
Front suspension	Coil-spring double wishbone suspension		
Rear suspension	Leaf-spring suspension with staggered outboard-mounted gas shock absorbers		
Front stabilizer bar (dia., in.)	1.18		
Steering	Variable-assist power rack-and-pinion steering		
Steering wheel turns, lock-to-lock	3.64		
Power-assisted ventilated front disc brakes (dia., in.)	12.56		
Rear brakes	Rear 10-in. drum brakes with tandem booster		
4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9]	Standard		
EXTERIOR DIMENSIONS			
Overall height (in.)	70.1		
Overall width (in.)	74.6		
Overall length (in.)	208.1		221.3
Wheelbase (in.)	127.8		140.9

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **TACOMA** 

	4x4 Double Cab V6 6-Speed Manual	4x4 Double Cab V6 5-Speed Auto	4x4 Double Cab V6 Longbed 5-Speed Auto
Bed length (in.)	60.3		73.5
Bed height (in.)	18		
Bed width (in., total/between wheelwells)	56.7/41.5		
Track (in., front/rear)	63.0/63.4		
Turning circle diameter, curb-to-curb (ft.)	40.7		44
INTERIOR DIMENSIONS			
Head room (in., front/rear)	40.1/38.5		
Hip room (in., front/rear)	53.6/55.2		
Leg room (in., front/rear)	41.7/32.6		
Shoulder room (in., front/rear)	57.7/59.3		
Interior passenger volume (cu. ft., front/rear)	55.8/43.1		
Maximum seating capacity	5		
OFF-HIGHWAY			
Approach/departure angle (degrees)	35/26		35/25
Ramp breakover angle (degrees)	21		20
Minimum running ground clearance	9.4		
Transfer case ratio (high/low)	1.00/2.57		
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	4130	4155	4210
Gross Vehicle Weight Rating (GVWR) (lb.)		5450	
Payload (lb.) [17]	1320	1295	1260
Tongue load (lb., standard/maximum)		350/650 [18]	
Standard towing capacity (lb.) [19]		3500	
Maximum towing capacity (lb.) [18,19]		6500	
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)		8100 (11,100)	
Fuel tank (gal.)		21	
TIRES			
Wheels	16-in. Styled Steel		
Size	P245/75R16		
Type	Mud-and-Snow		
EPA MILEAGE ESTIMATES			
Miles Per Gallon (city/highway) [20]	14/18		16/20

Accessories

2010 **TACOMA**



EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adaptor
\$13 Installed MSRP*



Baja 16 Alloy Wheels
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Divider
\$279 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Fork Mount Bike Attachment
\$49 Parts Only MSRP**



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Roof Rack
\$339 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Storage Box - Large
\$599 Parts Only MSRP**



Storage Box - Small
\$49 Parts Only MSRP**



Tow Hitch
\$495 Installed MSRP*



Tube Steps
Double Cab Long Bed
\$459 Installed MSRP*



Wheel Locks
\$81 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Accessories

2010 **TACOMA** 

INTERIOR ACCESSORIES



BLU Logic® Hands-free Communication
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Double Cab
\$199 Installed MSRP*



Emergency Assistance Kit
\$70 Installed MSRP*



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



RS3200 + Security System
\$479 Installed MSRP*



Shifter Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



XM Satellite Radio
\$449 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-Spoke Off Road Alloy Wheel (Pre Runner and 4x4 Only)
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Parts Only MSRP**



TRD Cat-Back Exhaust System
V6 Double Cab
\$520 Installed MSRP*
V6 Double Cab Long Bed
\$520 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

Warranties / Disclaimers

2010 **TACOMA**



WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>

2010 TACOMA



Won't back down. Unless we're talking about boat ramps.

Model Overview

2010 **TACOMA** 



4x4 Access Cab in Magnetic Gray Metallic with available TRD Off-Road Package, accessory front skid plate, tube steps and bed extender



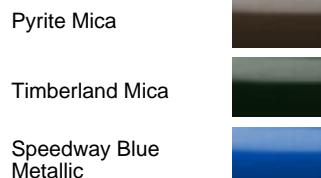
4x4 Double Cab shown in Barcelona Red Metallic with available TRD Off-Road Package, V6 Tow Package, accessory front skid plate and tube steps



2009 Double Cab SR5 interior shown in Sand Beige

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
MSRP**	\$23,040	\$24,595	\$25,475
MPG City/Highway***	17/22	15/18	16/20
Seating	4	4	4

EXTERIOR COLORS*



INTERIOR COLORS*



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
MSRP**	\$23,040	\$24,595	\$25,475
Model Number	7513	7553	7554
EXTERIOR			
Fiber-reinforced Sheet-Molded Composite (SMC) inner bed with steel outer panels, storage compartments, rail caps and removable tailgate			
Deck Rail System with four adjustable tie-down cleats			
115V/400-watt deck-mounted power outlet			
Dual rear-hinged access doors			
Argent grille insert/surround, black door handles, mirrors, front and rear bumpers			
Black overfenders	 [1]	 [1]	 [1]
Front skid plate			
Engine skid plate			
Fog lamps	-		
Color-keyed hood scoop	-		
Color-keyed front bumper, overfenders and chrome rear bumper			
Front and rear mudguards			
Color-keyed bumpers, overfenders, grille surround, door handles, power mirrors and body kit	-		
Electronic locking rear differential	-		
Automatic Limited-Slip Differential (Auto LSD)			
Two-speed windshield wipers			
Variable-speed windshield wipers			

*Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Sliding rear window with privacy glass			
Fixed cargo bed tie-down points (2)			
16-in. styled steel wheels with P245/75R16 tires			
16-in. alloy wheels with P245/75R16 tires			
16-in. alloy wheels with P265/70R16 tires [2]	-		
17-in. alloy wheels with P265/65R17 tires [3]	-		
Full-size spare tire			
INTERIOR			
Defroster-linked air conditioning			
Cruise control			
Fabric-trimmed front bucket seats with passenger-side fold-flat seat, adjustable headrests and center console			
Driver's seat with adjustable lumbar support			
Sport seats with Sport fabric trim and driver's-seat adjustable lumbar support	-		
Fold-up rear seats with under-seat storage			
Overhead console with maplights, garage door opener bin and sunglasses storage			
Full carpeting			
Power windows and door locks			
Remote keyless entry system			
Leather-wrapped steering wheel and shift lever			
LED-illuminated gauges with speedometer, tachometer, coolant temperature/fuel level gauges and warning light, digital clock and tripmeter			
Tailgate-handle integrated backup camera [5] linked with an electrochromic mirror with integrated backup camera monitor			

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Tilt/telescopic steering wheel			
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], six speakers including two ceiling-mounted speakers on Access Cab (four speakers on Regular Cab), satellite radio receiver pre-wire and satellite antenna			
AM/FM CD with MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]	 [7]
AM/FM CD with 6-disc in-dash cd changer, MP3/WMA playback capability, auxiliary audio jack, satellite radio capability [6], seven speakers including two ceiling-mounted speakers and subwoofer, satellite radio receiver pre-wire and satellite antenna	 [7]	 [7]	 [7]
Dual 12V auxiliary power outlets (one, plus cigarette lighter)			
Sun visors with passenger-side vanity mirror			
Fabric-trimmed sun visors with sliding extensions and vanity mirror			
Sculpted door trim with fabric insert and two bottle holders			
Three front cup holders			
Dual rear cup holders			
SAFETY			
Star Safety System™-includes Vehicle Stability Control (VSC) [8] and Traction Control with off switch, Anti-lock brake system (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]			
Driver and front passenger airbags with Advanced Airbag System [10]			
Front passenger airbag cutoff switch [11]			
Driver and front passenger seat-mounted side airbags, front and rear side curtain airbags [10]			
Active headrests [12]			
Driver and front passenger seatbelts with pretensioner, force limiters and adjustable shoulder anchors			
3-point seatbelts in all front seating positions with driver-side Emergency Locking Retractor (ELR) and front passenger Automatic/Emergency Locking Retractor (ALR/ELR)			
3-point seatbelts with ELR and ALR in all rear seating positions			

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **TACOMA** 

- not available

 standard

 optional

 part of package

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto
Side-impact door beams in all doors			
Child Restraint System (CRS) lower anchors-front passenger seat on Access Cab and rear outboard seats on Double Cab			
Child Restraint System (CRS) top tether anchors-passenger and center front seat on Regular Cab with bench seat, front passenger seat on Access Cab and all rear seating positions on Double Cab			
Daytime Running Lights (DRL)			
Rear center high-mount stop lamp (CHMSL)			
Engine immobilizer [13]	-		
Tire pressure monitor system [14]			

Access Cab Packages and Options**Convenience Package**

- Power mirrors
- Remote keyless entry system
- Cruise control
- Sliding rear window with privacy glass
- Steering wheel-mounted audio controls

SR5 Extra Value Package (SL) (cost savings of \$950)

- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Fog lamps (V6 models)
- Sliding rear window with privacy glass
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls and shifter (A/T models only)
- Sun visors with mirrors and extenders
- Backup camera [5] and auto-dimming inside mirror with monitor
- SR5 badging

TRD Off-Road Extra Value Package (OC) (cost savings of \$950)

- Off-road-tuned suspension with Bilstein® shocks
- Locking rear differential
- 16-in. alloy wheels with P265/70R16 BFGoodrich® Rugged Trail T/A tires
- VSC [8] + A-TRAC (in place of standard VSC +TRAC)
- Hill Start Assist Control (HAC) [16] and Downhill Assist Control (DAC) [16] (A/T models only)
- Engine skid plate
- Front tow hook
- 115V/400W deck power point
- Fog lamps
- Power mirrors
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge

- Chrome grille surround and rear bumper
- Color-keyed front bumper and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Off-Road graphics

TRD Sport Extra Value Package (PY) (cost savings of \$950)

- Sport suspension with Bilstein® shocks
- 17-in. alloy wheels with P265/65R17 tires
- Hood scoop
- Color-keyed grille surround bumpers, power mirrors, door handles and overfenders
- Smoked headlamp trim
- Sliding rear window with privacy glass
- 115V/400W deck power point
- Fog lamps
- Remote keyless entry
- Cruise control
- Variable-speed wipers
- Overhead console with compass and temperature gauge
- Sport seats with driver lumbar support and Sport fabric trim (in place of standard bucket seats)
- Metallic-tone instrument panel trim
- Leather steering wheel with audio controls
- Leather shifter (A/T models only)
- Sunvisors with mirrors and extenders
- Backup camera [5] and auto dimming inside mirror with monitor
- TRD Sport graphics

Specifications

2010 **TACOMA** 

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6-Speed Manual	4x4 Access Cab V6 5-Speed Auto		
MSRP**	\$23,040	\$24,595	\$25,475		
Model Number	7513	7553	7554		
MECHANICAL/PERFORMANCE					
Engine	2.7-liter DOHC EFI 4-cylinder with VVT-i, 159 hp @ 5200 rpm, 180 lb.-ft. @ 3800 rpm	4.0-liter DOHC EFI V6 with VVT-i, 236 hp @ 5200 rpm, 266 lb.-ft. @ 4000 rpm			
Emission Rating	Low Emission Vehicle (LEV-II)				
TRANSMISSION					
4WDemand: part-time 4-wheel-drive system with 2-speed electronically controlled transfer case	Standard				
5-speed manual transmission	Standard	N/A			
6-speed manual transmission	N/A	Standard	N/A		
Clutch start-cancel switch	Standard				
5-speed electronically controlled automatic overdrive transmission with intelligence (ECT-i)	NA		Standard		
Automatic Limited-Slip Differential (Auto LSD)	Standard				
Electronically controlled locking rear differential	N/A	Available			
Hill Start Assist Control (HAC) and Downhill Assist Control (DAC) [16]	N/A	Available [2]			
Active Traction Control (A-TRAC)	N/A	Available [2]			
Final axle ratio	4.1	3.73			
BODY/SUSPENSION/CHASSIS					
Body construction	One-piece frame rails with eight cross members and fully boxed front sub-frame				
Front suspension	Coil-spring double wishbone suspension				
Rear suspension	Leaf-spring suspension with staggered outboard-mounted gas shock absorbers				
Front stabilizer bar (dia., in.)	1.18				
Steering	Variable-assist power rack-and-pinion steering				
Steering wheel turns, lock-to-lock	3.64				
Power-assisted ventilated front disc brakes (dia., in.)	12.56				
Rear brakes	Rear 10-in. drum brakes with tandem booster				
4-wheel Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist [9]	Standard				
EXTERIOR DIMENSIONS					
Overall height (in.)	69.9				
Overall width (in.)	74.6				

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars, \$800 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, FJ Cruiser, 4Runner, Tacoma, and Land Cruiser), and \$950 for Large Trucks (Tundra and Sequoia). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Specifications

2010 **TACOMA** 

	4x4 Access Cab 5-Speed Manual	4x4 Access Cab V6 6- Speed Manual	4x4 Access Cab V6 5- Speed Auto
Overall length (in.)		208.1	
Wheelbase (in.)		127.8	
Bed length (in.)		73.5	
Bed height (in.)		18.0	
Bed width (in., total/between wheelwells)		56.7/41.5	
Track (in., front/rear)		63.0/63.4	
Turning circle diameter, curb-to-curb (ft.)		40.7	
INTERIOR DIMENSIONS			
Head room (in., front/rear)		40.0/35.2	
Hip room (in., front/rear)		53.6/53.6	
Leg room (in., front/rear)		41.7/28.2	
Shoulder room (in., front/rear)		57.7/57.7	
Interior passenger volume (cu. ft., front/rear)		55.6/33.1	
Maximum seating capacity		4	
OFF-HIGHWAY			
Approach/departure angle (degrees)		35/26	
Ramp breakover angle (degrees)		21	
Minimum running ground clearance		9.4	
Transfer case ratio (high/low)		1.00/2.57	
WEIGHTS AND CAPACITIES			
Curb weight (lb.)	3955	4045	4070
Gross Vehicle Weight Rating (GVWR) (lb.)		5350	
Payload (lb.) [17]	1395	1305	1280
Tongue load (lb., standard/maximum)	350		350/650 [18]
Standard towing capacity (lb.) [19]		3500	
Maximum towing capacity (lb.) [18,19]	3500		6500
Gross Combined Weight Rating (GCWR) (lb.) (with Towing Package)	8000		8100 (11,100)
Fuel tank (gal.)		21	
TIRES			
Wheels		16-in. Styled Steel	
Size		P245/75R16	
Type		Mud-and-Snow	
EPA MILEAGE ESTIMATES			
Miles Per Gallon (city/highway) [20]	17/22	14/18	16/20

Accessories

2010 **TACOMA** 

EXTERIOR ACCESSORIES



7 Pin to 4 Pin Adapter
\$13 Installed MSRP*



Baja 16" Alloy Wheel
\$695 Installed MSRP*



Bed Extender
\$282 Installed MSRP*



Bed Mat
\$119 Installed MSRP*



Bedrug
\$379 Parts Only MSRP**



Cargo Cross Bars
\$124 Parts Only MSRP**



Cargo Net
\$49 Installed MSRP*



Cleat Tie Down
\$53 Installed MSRP*



Exhaust Tip
\$85 Installed MSRP*



Hood Protector
\$119 Installed MSRP*



Mini Tie Down Loop
\$40 Installed MSRP*



Spare Tire Lock
\$73 Installed MSRP*



Tow Hitch
\$495 Installed MSRP*



Wheel Locks (Alloy)
\$81 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



Accessories

INTERIOR ACCESSORIES



BLU Logic Hands-free System
\$299 Installed MSRP*



Carpet Floor Mats (4pc) &
Door Sill
Access Cab
\$179 Installed MSRP*



Door Sill Protector
Access Cab
\$40 Parts Only MSRP**



First Aid Kit
\$29 Installed MSRP*



Interface Kit for iPod®
\$299 Installed MSRP*



Shift Knob by OBX Racing
\$49 Installed MSRP*



Sport Pedals by OBX Racing
\$79 Installed MSRP*



VIP-RS3200 + Security System
\$479 Installed MSRP*

PERFORMANCE ACCESSORIES



TRD 16" 5-spoke Off Road
Alloy Wheel
\$1,999 Installed MSRP*



TRD 6 Speed Shift Knob
\$59 Installed MSRP*



TRD Cat-Back Exhaust
System
Access Cab
\$520 Installed MSRP*



TRD Performance Air Filter
\$90 Installed MSRP*



TRD Quickshifter
\$417 Installed MSRP*

Warranties / Disclaimers

2010 **TACOMA** 

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 months of 12,000 miles (whichever comes first), from the purchase date of the accessory.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[*] Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

[**] Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. Vehicles shown may have optional equipment at additional cost.

[***] Manufacturer's Suggested Retail Price, including delivery, processing and handling fee. Excludes taxes, title and license. Actual dealer price may vary.

[1] Overfenders on SR5, TRD Sport and TRD Off-Road Packages are color-keyed.

[2] Requires TRD Off-Road Package.

[3] Requires TRD Sport Package.

[4] Performance tires are expected to experience greater tire wear than conventional tires. Tire life may be less than 24,000 miles, depending on driving conditions.

[5] The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] Requires SR5, TRD Off-Road or TRD Sport Package.

[8] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[9] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[10] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[11] Do not use rearward-facing child seats in any front passenger seat without switching off the passenger-side airbag. Please see Owner's Manual for details.

[12] Active headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

[13] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting at www.aloa.org.

[14] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[15] The Bluetooth® technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[16] Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[17] Payload is the GVWR minus curb weight and includes weight of occupants, optional equipment and cargo, limited by weight distribution. Payload is not the Vehicle Capacity Weight as defined by FMVSS 110, which will vary according to installed optional equipment.

[18] Maximum towing capacity and tongue capacity require V6 engine with available Tow Package. See Owner's Manual for details.

[19] Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment.

[20] 2009 EPA mileage estimates. Actual mileage will vary.

[21] Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer.

Warranties / Disclaimers

2010 **TACOMA** 

Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.
[22] Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Helpful Links

2010 **TACOMA** 

BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>